

new price bands meeting

issues

- 1) trade marks, names, packaging of bands
how bands perceived -
awareness level
image / taste perceptions
identify areas of weakness
- 2) development of new names for price trademarks.
(8/14)
Chesleyfield Princeton (as anchor)
Winfield
Polamans
Alpine
Philip Morris

(Show positioning up front)
[maybe]

- 3) Playus 250 - positioned wrong. — value center
US
main rack.
[AVAG's → Cambridge issue
Fixture]

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